

**SYSTEM AND METHOD FOR INTERACTIVE FUNDRAISING
OVER A WIDE-AREA NETWORK**

ABSTRACT

5 A system and method for on-line, interactive fundraising over a wide-area
network is provided. The method includes hosting an organization's website
including a plurality of hyperlinked web pages, displaying one or more virtual
plaque web pages honoring donors, providing one or more donation and payment
option web pages, the options selectable by a donor, and modifying or otherwise
10 updating virtual plaques on the virtual plaque web pages when a donation is
made. The method further includes creating a personalized donation page for the
donor. The method further includes providing information about the fundraising
or the organization in one or more video or audio clips. The video and audio clips
can be incorporated into any web page, such as for example, the virtual plaque or
15 the personalized donation page.